

Recvd Sept 15, 1927

Happier Golf

Hillierich + Bradboy



GRAND SLAM

GOLF CLUBS

Happier

**RETURN TO
GOLF
DESIGN DIV.**

WITH

GRAND SLAM

AND

LO-SKORE

CLUBS • BALLS • BAGS



*Catalog and
Price List*

Number 26

MANUFACTURED BY

HILLERICH & BRADSBY COMPANY INCORPORATED

Louisville, Kentucky.

Grand Slam Golf Clubs

A new principle in Golf Club manufacture. Designed to improve your score by standardizing your game.

HAPPIER GOLF comes with fewer "dubbed shots," fewer "slices," fewer "hooks" and fewer "tops." It is not necessary for you to be able to "break eighty" in order to enjoy this great outdoor sport. It is essential, however, that your game be improved rather than that it stand still or go backward. Your game can be made happier by following the advice laid down in this book.

Probably the greatest fault in golf is the incorrect choice of clubs. "Under-clubbing" and "over-clubbing"—failure to realize exactly what distance YOU can get with each club without "pressing" or "pulling."

It is to correct these faults that the GRAND SLAM GOLF CLUBS have been especially designed by a world-famous clubsmith. GRAND SLAM GOLF CLUBS are offered to the public with the confident belief that they will improve the game of every golf player from Class A to Class E, from the thirty-handicap players to those who shoot from scratch.

The theory of GRAND SLAM GOLF CLUBS is one which has been tested and approved by the best players, both amateur and professional. This theory is that it is impracticable to use the same club for widely varying distances—that with so many important shots in the game of golf, many clubs of different weight and different elevation are required—and, finally, that the player who standardizes his game must choose carefully the right club for each particular stroke.



In playing with Grand Slams, you soon learn what each club will do for you.



Then it becomes simply a matter of choosing the proper club for the shot; concentrating your mind on the stroke;



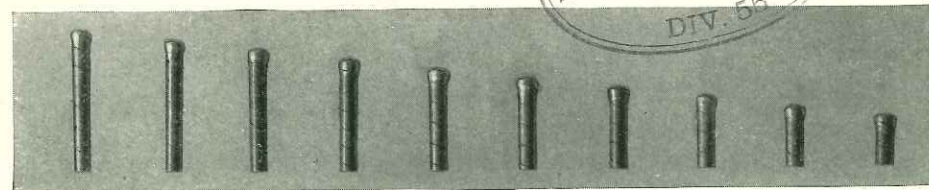
—and letting the club do the work!

GRAND SLAM GOLF CLUBS take their name from the Grand Slam in Bridge Whist; 13 perfectly matched and graded clubs—ten irons and three woods, each club designed for a particular purpose and a particular distance.

On the opposite page, and pages which follow, you will find a complete description of each of these thirteen clubs, every part of the club being fully described, from the grip to the clubhead. It will pay you to read this book carefully.

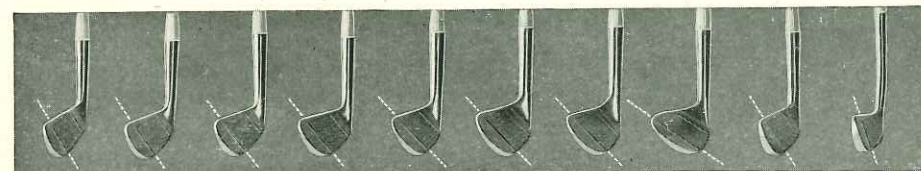
A practical suggestion which has worked out to the betterment of many golf players' game is that it is necessary to find out just how much distance you can get with a No. 5 Club (Mashie), then grade your shots up and down from this number—using No. 4, 3, 2 or 1 for the longer shots, No. 6, 7 or 8 for the shorter ones. Remember that an easy swing is the proper thing, and that your distance with any club will vary widely from the distance gotten by another player with the same club.

3 Wood and 10 Iron Clubs Graded for Power and Distance



THE Grand Slam Standardized Set consists of thirteen clubs, finely matched for balance and accurately graded for power and distance, that meet every requirement of golf, from the tee shot to the final putt. The Grand Slam Driver, Brassie and Spoon, fully described on the following pages as to construction and power, will give you added confidence in those all-important shots where greater distance is required. The ten Grand Slam Iron Clubs meet every demand of play, on fairway and greens, and also "in the rough" and bunkers.

The two illustrations on this page are from actual photographs, and show the graduation of the heads and shafts of the Grand Slam Iron Clubs from No. 1 to No. 8; (No. 9 and No. 10 are greens irons). It will be seen that the length of the club decreases as the length of the shot decreases; and the lie of the blade, the loft, depth and weight of the blade, increase as the length of the club decreases. It is this graduation of power that enables the user of Grand Slam Clubs to get the distance he wants by selection of the club, rather than by adjustment of his swing.



Grand Slam Iron No. 1 (Driving Iron) is designed for long "one shotters."

Grand Slam Iron No. 2 (Midiron) for fairway shots. Grand Slam Iron No. 3 (Mid Mashie), also a fairway iron for shorter distance.

Grand Slam Iron No. 4 (Mashie Iron) is next in line for power.

Grand Slam Iron No. 5 (Mashie), one of the most used clubs in the bag.

Grand Slam Iron No. 6 (Spade Mashie) is designed for short pitches and shots from the rough.

Grand Slam Iron No. 7 (Mashie Niblick) is an approach iron.

Grand Slam Iron No. 8 (Niblick) is a trusty friend in time of trouble.

Grand Slam Iron No. 9 (Approach Putter) is designed for use just off the green.

Grand Slam Iron No. 10 is a Putter of excellent balance and "feel."

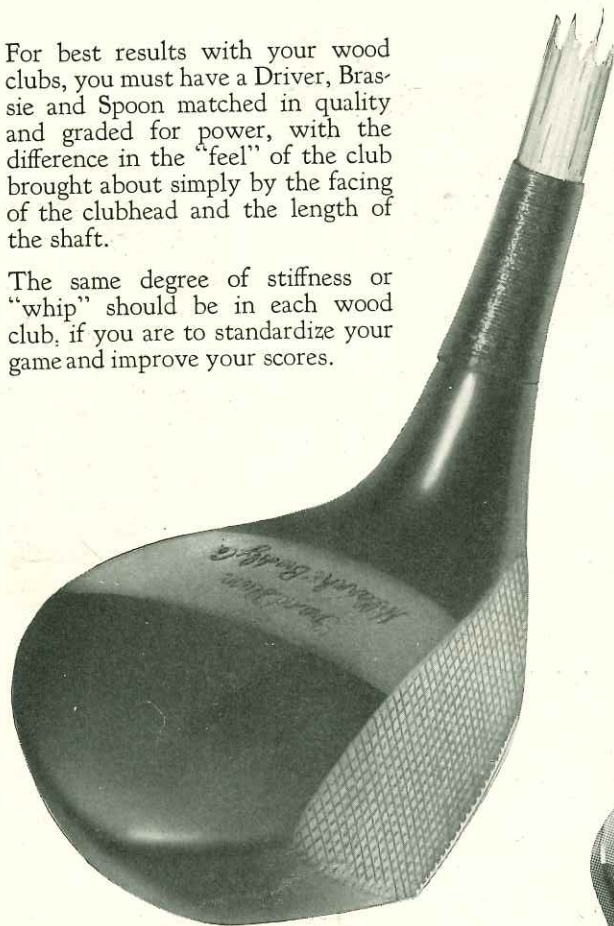
Grand Slam Clubs are made with both wood and steel shafts, of finest seasoned hickory or Bristol tubular steel. Every detail of construction represents the finest workmanship possible and the best of materials. From the finely tapered shafts, with extra long, best-quality calf-skin grips, securely glued and fastened with strongest silk threads, to the toughest of persimmon wood and drop-steel heads, this line of clubs represents the last word in golf club manufacture.

Grand Slam Wood Clubs

Matched Drivers, Brassies and Spoons

For best results with your wood clubs, you must have a Driver, Brassie and Spoon matched in quality and graded for power, with the difference in the "feel" of the club brought about simply by the facing of the clubhead and the length of the shaft.

The same degree of stiffness or "whip" should be in each wood club, if you are to standardize your game and improve your scores.



The BRASSIE

Depth of face, $1\frac{1}{16}$ inches. Length of face, $2\frac{11}{16}$ inches. Width of head, $2\frac{9}{16}$ inches. Glossy black finish with distinctive orange band across top. Natural white hickory shaft of exceptional balance and resiliency.

Retail price, with hickory shaft, \$7.00; with steel shaft, \$9.00



The splendid construction of Grand Slam Clubs is evident from any angle. The Wood Clubs have an aluminum sole plate that resists the hardest wear of fairway and tee.

The only difference in the Grand Slam Driver, the Grand Slam Brassie and the Grand Slam Spoon is the loft of the club face and the shortening of the shaft for lessened distance.

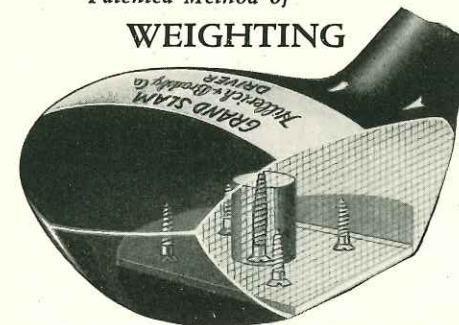
Grand Slam Clubs are so constructed that you can get greater distance with them than with any other wood clubs you have ever played.

On the opposite page, the patented method of weighting is described.

GRAND SLAM

Patented Method of

WEIGHTING



Prevents "Drag" and Slicing

Note the weight in the sole and directly in line with center of shaft—the patented method that helps produce the perfect balance distinctive with Grand Slam Clubs. This weighting places the center of gravity of the head in the same plane as the shaft, as is the case with Iron Clubs, and effectively prevents the "drag" caused by other methods of weighting. The weight is doubly locked by a screw and aluminum sole plate.



The DRIVER



The SPOON



Matched with the Brassie and Spoon in all features except power. Depth of face, $1\frac{1}{16}$ inches. Length of face, $2\frac{11}{16}$ inches. Width of head, $2\frac{9}{16}$ inches. Slightly less loft than the brassie. Finish is the same.

Retail price, with natural hickory shaft, \$7
With steel shaft, \$9.00

Save for slight variance in loft, and accordingly in power, the Grand Slam Spoon matches the other two Woods. Depth of face, $1\frac{1}{16}$ inches. Length of face, $2\frac{11}{16}$ inches. Width of head, $2\frac{9}{16}$ inches. Glossy black finish with orange stripe.

Retail price, with natural hickory shaft, \$7
With steel shaft, \$9.00

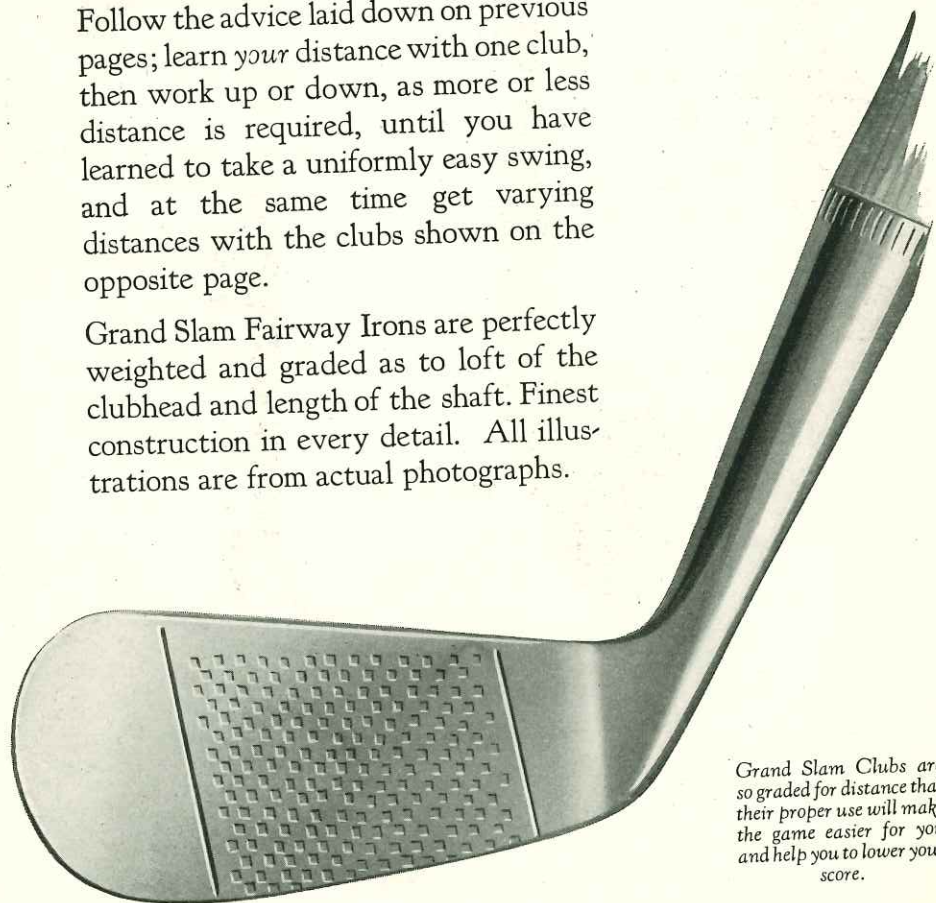
Grand Slam

~ Fairway Irons

MANY a good long drive is wasted because of a poor choice of clubs for second and third shots. Remember that one-quarter of the game is played through the fairway, and the fairway iron shots vary in distance from seventy-five to two hundred yards.

Follow the advice laid down on previous pages; learn *your* distance with one club, then work up or down, as more or less distance is required, until you have learned to take a uniformly easy swing, and at the same time get varying distances with the clubs shown on the opposite page.

Grand Slam Fairway Irons are perfectly weighted and graded as to loft of the clubhead and length of the shaft. Finest construction in every detail. All illustrations are from actual photographs.

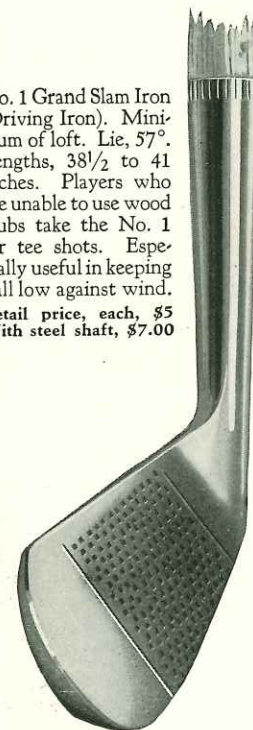


Grand Slam Clubs are so graded for distance that their proper use will make the game easier for you and help you to lower your score.

Graded Grand Slam Irons, 1-2-3



No. 1 Grand Slam Iron (Driving Iron). Minimum of loft. Lie, 57°. Lengths, 38½ to 41 inches. Players who are unable to use wood clubs take the No. 1 for tee shots. Especially useful in keeping ball low against wind.
Retail price, each, \$5
With steel shaft, \$7.00



No. 2 Grand Slam Iron (Midiron). The favorite club of the average player. Lie, 58°. Lengths, 38 to 39½ inches. Gives a long ball with moderate roll. Medium size blade and medium weight.
Retail price, each, \$5
With steel shaft, \$7.00



No. 3 Grand Slam Iron (Mid Mashie). Wider in blade and lofted more than the No. 2. Lie, 59°. Lengths, 37½ to 38½ inches. The same swing that you use with No. 2 will give identical results, except in distance.
Retail price, each, \$5
With steel shaft, \$7.00



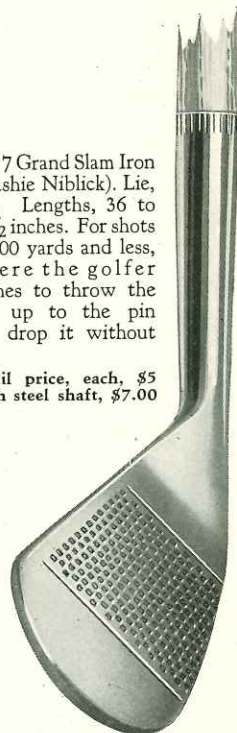
Graded Grand Slam Irons, 4-5-7

No. 4 Grand Slam Iron (Mashie Iron). Lie, 60°. Lengths, 36½ to 38 inches. For the long approach shot that stops with just a little run. Favorite club with champions. Retail price, each, \$5 With steel shaft, \$7.00



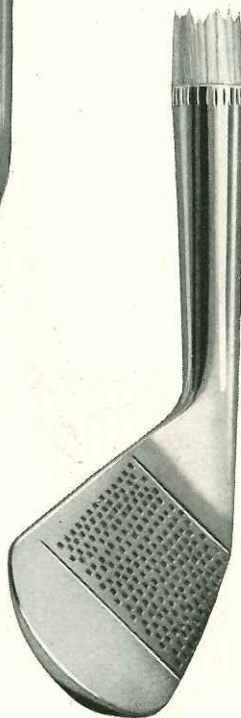
No. 7 Grand Slam Iron (Mashie Niblick). Lie, 63°. Lengths, 36 to 37½ inches. For shots of 100 yards and less, where the golfer wishes to throw the ball up to the pin and drop it without run.

Retail price, each, \$5 With steel shaft, \$7.00



No. 5 Grand Slam Iron (Mashie). Lie, 61°. Lengths, 36 to 37½ inches. Used where length without roll is desired. In the Grand Slam Set, the power decreases as the loft and depth of the blade increase.

Retail price, each, \$5 With steel shaft, \$7.00



Grand Slam

— Trouble Irons

WHEN you are in trouble, the most important thing to do is to get out. A great many golfers make the mistake of striving for distance rather than for the safer, surer shot of getting their ball back into some playable "lie".

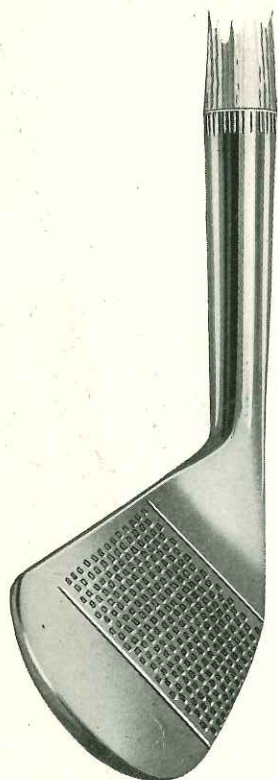
Grand Slam Trouble Irons—No. 6 (Spade Mashie) and No. 8 (Niblick) have broad faces, shortened shafts, perfect balance and a "lie" that will lift the ball from the toughest grass or the deepest sand trap.

Grand Slam Iron No. 8, shown on this page, is a particularly easy club to play because of its depth and width of face, without excess weight. This club is designed especially for deep ditches, high bunkers and tough hazards.

Grand Slam Iron No. 6, also used as an approach club, is especially effective in short shots from the rough. All views of Grand Slam Golf Clubs shown in this catalog are true photographic likenesses.



Graded Grand Slam Irons, 6 - 8



No. 6 Grand Slam Iron (Spade Mashie). Lie, 62°. Lengths, 36 to 37½ inches. Same loft as No. 5, but with wider and heavier blade. Designed especially for heavy lies in the rough and for bad lies in the fairway.

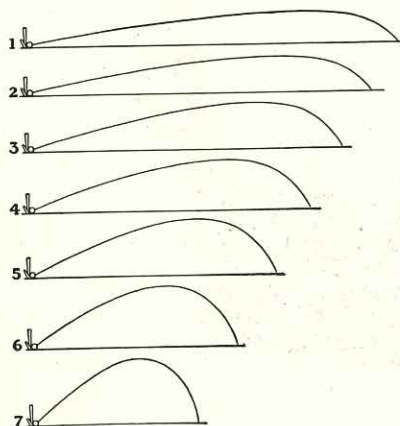
Retail price, each, \$5.00
With steel shaft, \$7.00



No. 8 Grand Slam Iron (Niblick). Lie, 63°. Lengths, 36 to 37½ inches. Unusually deep face with great loft. Sole is slightly rounded. Built especially for bunker use and designed to get the ball up and out.

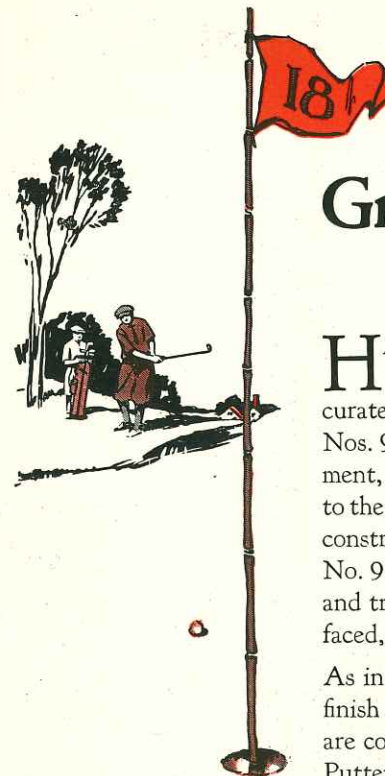
Retail price, each, \$5.00
With steel shaft, \$7.00

Distance with Grand Slam Irons



The chart on the left illustrates the varying distances for which Grand Slam Irons are used. It should not be considered as a guide by which to judge the particular distance of *your* shots, but rather the distance possible with the different clubs.

These figures show the average distance secured by a great many players, and the way for you to determine your game is to find out how much above or below these averages you are with one particular club, then grade up or down, accordingly.



Grand Slam ~ Putting Irons

HALF of the game is on the green, and a great many strokes are saved by accurate approach putting. Grand Slam Irons Nos. 9 and 10 fill every putting requirement, from the good "lie" just off the green to the short putt. Splendidly weighted and constructed for slow or fast greens, the No. 9 Club has sufficient loft to get a long and true roll; the No. 10, almost straight-faced, is balanced for accuracy.

As in all other models, the skill, care and finish with which Grand Slam Golf Clubs are constructed are plainly evident in the Putters.

Jewel-like precision is seen in the trim, rugged lines of the clubheads; the exact degree of taper in the shaft; and the perfect balance which is a feature of every model.



Graded Grand Slam Irons, 9 - 10

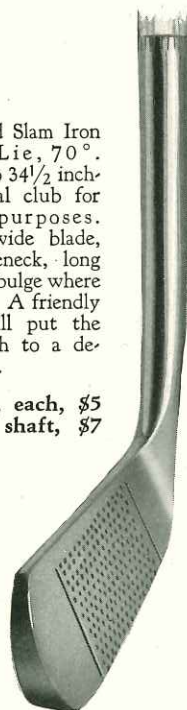
No. 9 Grand Slam Iron (Approach Putter). Lie, 67°. Lengths, 34½ to 35 inches. Will save more strokes than any other club in your bag. Slightly more lofted than a Putter, and with upright lie. It can be used for delicate run-up shots from just off the green and for approach putts on slow greens.

Retail price, each, \$5
With steel shaft, \$7



No. 10 Grand Slam Iron (Putter). Lie, 70°. Lengths, 33 to 34½ inches. An ideal club for holing-out purposes. Slight loft, wide blade, slightly gooseneck, long hosel with no bulge where it joins shaft. A friendly club that will put the finishing touch to a delightful round.

Retail price, each, \$5
With steel shaft, \$7



Concentrate your practice with these two clubs. Nearly half of your strokes are made within 20 yards of the pin.

Grand Slam Clubs with Steel Shafts

Extreme care is used in the selection of shafts for Grand Slam Clubs. Timber wisdom and nearness to sources of supply enable us to select the best second-growth hickory, and experience enables our club-makers to fashion shafts with backbone and resiliency. Grand Slam Clubs are also supplied with Bristol Steel Shafts at an additional cost of \$2.00 per club. While some golfers prefer steel shafts on all clubs, the favored combination for the Grand Slam Set is wood clubs with steel shafts and iron clubs with hickory shafts.



HILLERICH & BRADSBY CO.'S LO-SKORE GOLF CLUBS

A Complete Line of Balanced Wood and Iron Clubs

Lo-Skore Clubs have earned a reputation as golf clubs that "feel right." The "feel" of a club depends on several factors—weight, length, resiliency of shaft, point of balance, size of shaft, grip, head, etc. With different players these factors vary, as muscular effort and speed of swing vary.

Lo-Skore Golf Clubs have been designed to reveal this "feel right" quality and are made in a sufficient variety of models to enable every type of player to find clubs that suit his style of play.

*Made By Hand
Throughout*

Lo-Skore Golf Clubs are made by hand from excellent materials. Wood heads for Drivers, Brassies, Spoons and Brassie Cleeks are fashioned of selected, air-dried persimmon. Iron heads are forged from special-grade steel and designed by expert golfmen, who know how to play golf as well as to make clubs. Shafts are made from specially selected, second-growth hickory, thoroughly seasoned, steely and quick-acting. The best Russia calfskin is used for the grips. Selection of materials, design and care used in manufacture insure golf clubs that "feel right."



Lo-Skore Golf Clubs are designed by the same clubsmiths who have worked out the splendid Grand Slam assortment.

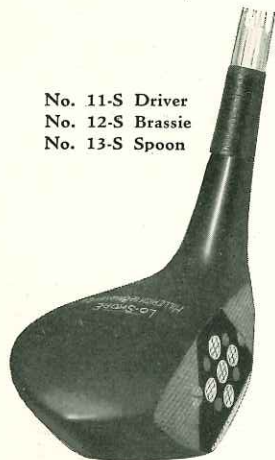


Take their name to mean exactly what it suggests: Lo-Skore! Low Score!

LO-SKORE WOOD CLUBS

Drivers, Brassies, Spoons

No. 11-S Driver
No. 12-S Brassie
No. 13-S Spoon



Well proportioned, large head with medium lie. Center of striking surface black fibre with five ivory pins inserted. Special checkerboard scoring. Glossy black finish. Patented weighting, as in Grand Slam Wood Clubs, and aluminum sole plate.

Retail price, each, \$8.50
With steel shaft, \$10.50

No. 11-K Driver
No. 12-K Spoon

Medium size head with medium lie. Red fibre insert holding ivory disc insert at point of impact. Special checkerboard scoring. Glossy black finish. Patented weighting, as in Grand Slam Wood Clubs, and aluminum sole plate.

Retail price, each, \$8.50
With steel shaft, \$10.50



No. 11-G Driver
No. 12-G Brassie
No. 13-G Spoon



Medium size head with fairly long face and slightly upright lie. Red fibre insert held in place at point of impact by nine hickory pins. Glossy black finish with orange band across top of head at point of impact. Patented weighting, as in Grand Slam Wood Clubs, and aluminum sole.

Retail price, each, \$6.00
With steel shaft, \$8.00

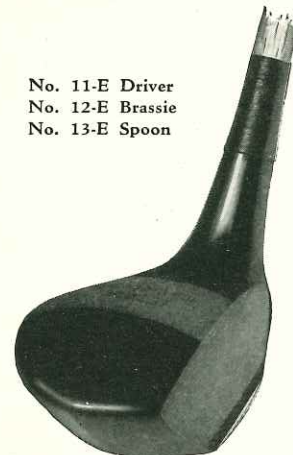
LO-SKORE WOOD CLUBS

Drivers, Brassies, Spoons

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DESIGN DIV.

No. 11-E Driver
No. 12-E Brassie
No. 13-E Spoon



A very popular model. Slightly large head with medium lie. Dark brown finish with orange band across head at point of impact. Equipped with pure white hickory shafts. This gives a club of wonderful appearance and value for the price

Retail price, each, \$5.50
With steel shaft, \$7.50

No. 11-A Driver No. 12-A Brassie
No. 13-A Spoon

Standard model in medium size head with slightly flat lie and well rounded sole. Mahogany finish. The Spoon in this model has a very long and narrow face. Somewhat similar to the Spoon, but preferred by some players, is No. 14-A, Brassie Cleek. It has a long and narrow face with a decidedly upright lie. Same finish as others in the A Group.

Retail price, each, \$4.50
With steel shaft, \$6.50



No. 11-B Driver
No. 12-B Brassie
No. 13-B Spoon



Slightly large head and medium lie. The face is shorter than the A Group. Finished an attractive brown and highly glossed.

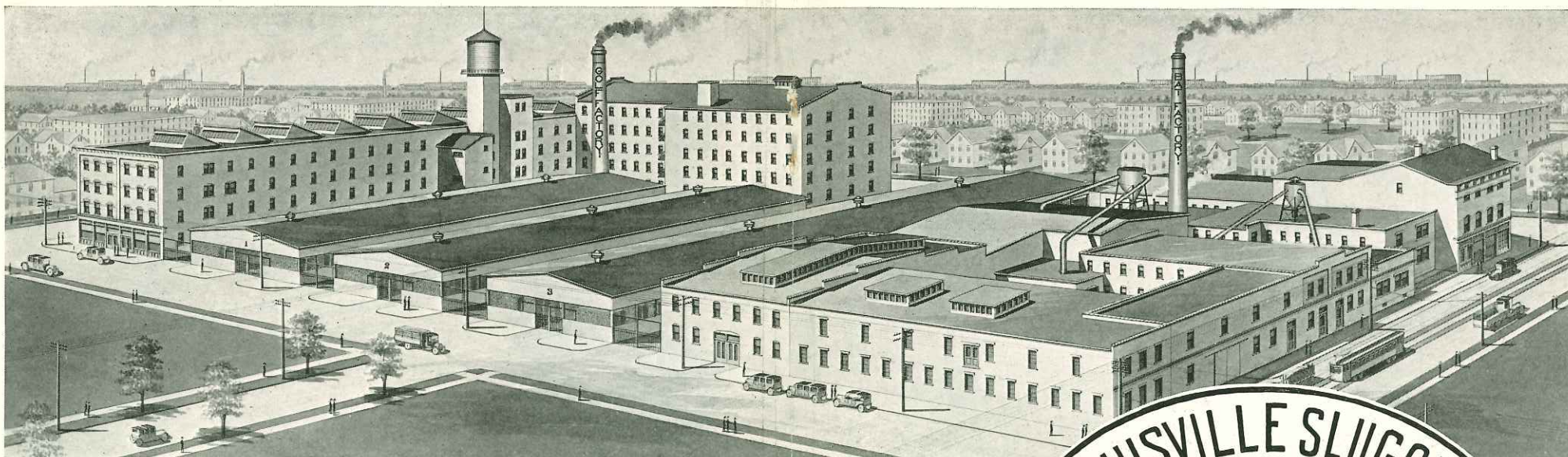
Retail price, each, \$4.50
With steel shaft, \$6.50

No. 11-C Driver
No. 12-C Brassie

Medium size head with fairly long face. Slightly shallower than the A and B Groups. Attractive mahogany finish.

Retail price, each, \$4.50
With steel shaft, \$6.50





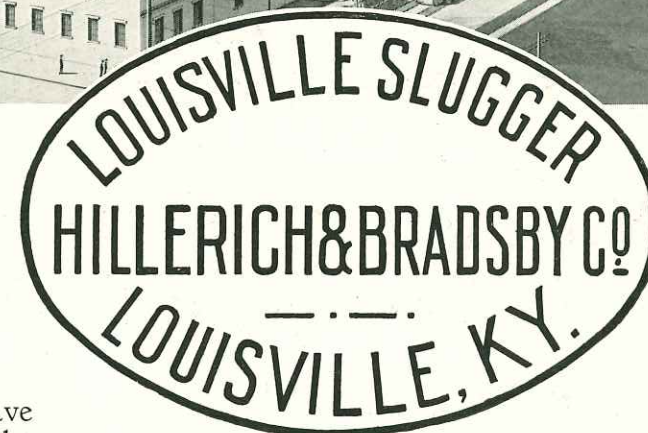
A Name and Trade-Mark Known Throughout the World of Sport

In the manufacture of Louisville Slugger Bats, Hillerich & Bradsby Company have been identified with the sporting goods trade of America for nearly fifty years.

As a result of consistently making and offering a product of outstanding excellence in its field, Louisville Slugger today is the standard bat of baseball, and is used wherever the game is played.

In Grand Slam Golf Clubs, we believe we now offer you a product that will win as widespread and favorable acceptance among golfers as the Louisville Slugger has won in baseball.

Grand Slam Clubs are the result of six years of search and study for an assortment of clubs that most fully meet a player's requirements and give his game the help that clubs rightly designed and made should give. Help which expresses itself in *increased enjoyment of play*, as well as in improved scores.



These clubs have been tested on the principal courses of America, in the hands of expert players. They are completely proven.

Accept them with assurance. Know that whether you buy the entire set of thirteen, or but a single club, your game will be bettered and the zest of it made greater because of the Grand Slam Clubs in your bag.

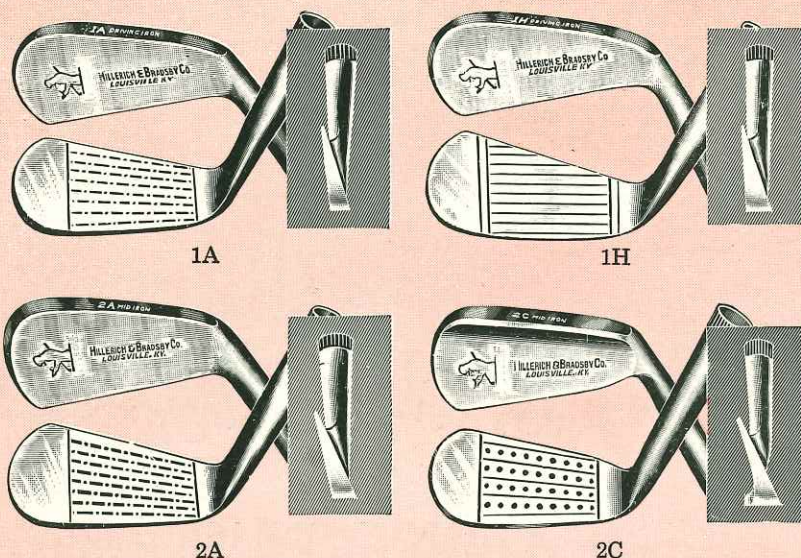
Sporting goods stores alert to the improvements incorporated in Grand Slam Clubs, are now handling these clubs and affording their patrons the advantage of their perfect design and perfect construction. The immediate and widespread acceptance of Grand Slam Clubs by the sporting goods trade, in itself is evidence of their unusual merit.



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DESIGN DIV.

Lo-SKORE Iron Clubs



DRIVING IRONS AND MIDIRONS

Every Lo-Skore Golf Club is designed for a particular shot. The Driving Irons, Nos. 1-A and 1-H, give splendid results in long tee shots or good lie shots in the fairway.

No. 1-A Driving Iron

Standard model with straight back. Medium loft. Flat lie.

Retail price, each \$4.00; with steel shaft, \$6

No. 1-H Driving Iron

Slightly more loft than No. 1-A. Upright lie. Blade shallow at heel. Slightly rounded sole.

Retail price, each \$4.00; with steel shaft, \$6

The Lo-Skore Irons Nos. 2-A and 2-C (Midirons) have more loft and necessarily shorter distance. Note carefully description of all clubs pictured above.

No. 2-A Midiron

Standard model with straight back, medium lie and loft.

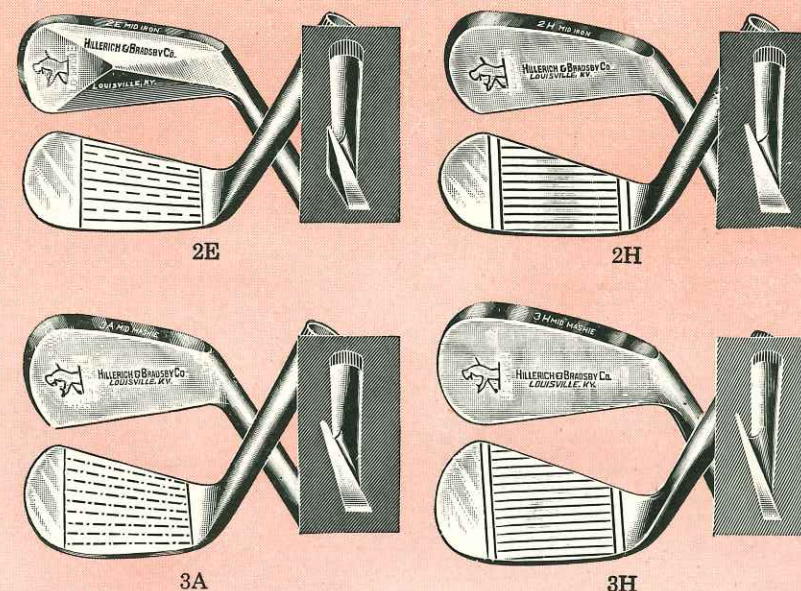
Retail price, each \$4.00; with steel shaft, \$6

No. 2-C Midiron

Flange sole concentrates weight in lower part of blade. Less loft than No. 2-A and more upright in lie.

Retail price, each \$4.00; with steel shaft, \$6

Lo-SKORE Iron Clubs



MIDIRONS AND MID-MASHIES

Lo-Skore Fairway Irons Nos. 2-E and 2-H are Fairway Irons of different construction and weight from those shown on the opposite page. These clubs are designed for shots requiring greatest distance.

No. 2-E Midiron

Diamond back, concentrating weight behind point of impact. Medium lie and loft.

Retail price, each, \$4.00; with steel shaft, \$6

No. 2-H Midiron

Plain back, flat lie. Slightly rounded sole. Blade narrow at heel.

Retail price, each, \$4.00; with steel shaft, \$6

Lo-Skore Clubs Nos. 3-A and 3-H are Mid-Mashies—a little more loft, a little shorter shaft, and to be played for distances not quite requiring a Midiron.

No. 3-A Mid-Mashie

Deep blade with medium loft. A favorite all-purpose club with many players. Gives a fairly low ball with run.

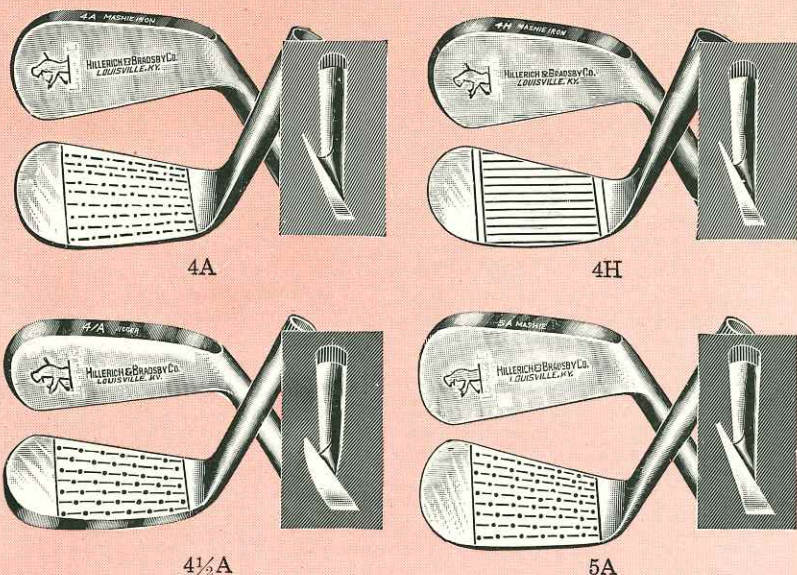
Retail price, each, \$4.00; with steel shaft, \$6

No. 3-H Mid-Mashie

Similar to No. 3-A, except that the blade is narrower at the heel and has a flatter lie.

Retail price, each, \$4.00; with steel shaft, \$6

Lo-SKORE Iron Clubs



MASHIE IRONS, JIGGER AND MASHIE

Lo-Skore Clubs Nos. 4-A and 4-H are Mashie Irons, invaluable in getting just a bit longer distance than can be accurately had with a Mashie.

No. 4-A Mashie Iron

Standard model with deep blade and medium loft.

Retail price, each, \$4.00; with steel shaft, \$6

No. 4-H Mashie Iron

Similar to No. 4-A, except that blade is narrower at heel and has more upright lie. Slightly rounded sole.

Retail price, each, \$4.00; with steel shaft, \$6

Lo-Skore Club No. 4½-A is a Trusty Jigger of splendid balance and accuracy. Lo-Skore Club No. 5-A is a well-weighted and reliable Mashie.

No. 4½-A Jigger

Narrow blade with weight concentrated near sole. Used for shots of same length as Mashie Iron, and also for short run-ups from just off the green.

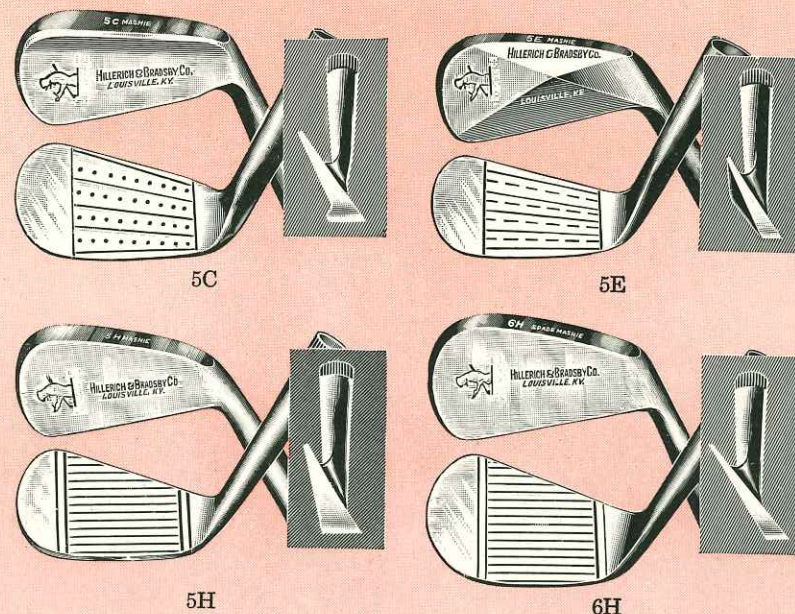
Retail price, each, \$4.00; with steel shaft, \$6

No. 5-A Mashie

Standard model with straight back, rather wide blade and upright lie. Medium in weight.

Retail price, each, \$4.00; with steel shaft, \$6

Lo-SKORE Iron Clubs



MASHIES AND SPADE MASHIE

So important is the Mashie shot in golf that Lo-Skore Mashies are made in several types, each designed for a particular purpose—that purpose being accuracy and easy swing. The models are fashioned to meet the wishes of every player.

No. 5-C Mashie

Straight back with flange sole. The flange concentrates the weight in lower part of blade and helps player to feel the club.

Retail price, each, \$4.00; with steel shaft, \$6

No. 5-E Mashie

Blade slightly smaller than No. 5-A. The diamond back concentrates weight behind point of impact. Medium in weight.

Retail price, each, \$4.00; with steel shaft, \$6

No. 5-H Mashie

Standard model with slightly flat lie. Blade narrow at heel.

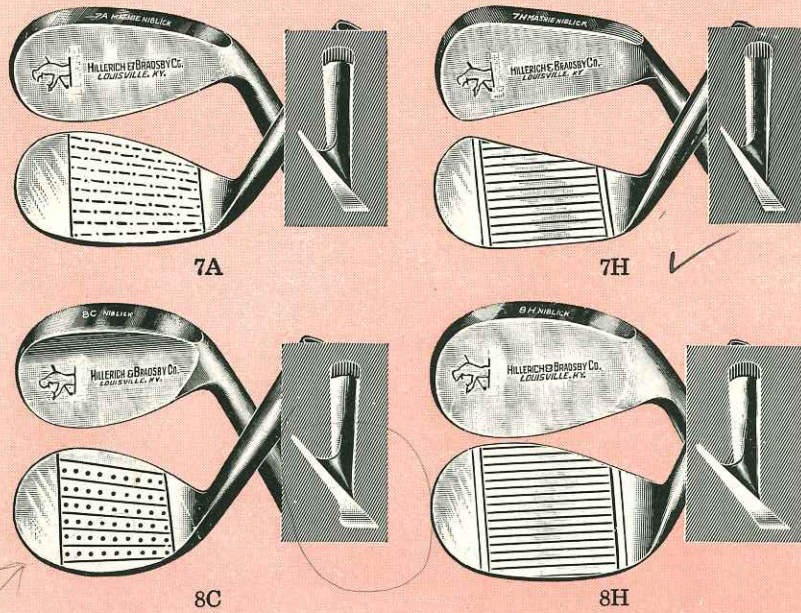
Retail price, each, \$4.00; with steel shaft, \$6

No. 6-H Spade Mashie

A great trouble club for use when ball lies in heavy grass or in divot marks. Very wide blade with approximately the same loft as the No. 5.

Retail price, each, \$4.00; with steel shaft, \$6

Lo-SKORE Iron Clubs



MASHIE NIBLICKS AND NIBLICKS

The nearer the green, the more important the shot, is an axiom that holds true in this great outdoor game. Accuracy comes with the player's confidence in a club, and the

Lo-Skore line of Mashie Niblicks and Niblicks is so comprehensive that it meets every requirement. Four popular models are described below.

No. 7-A Mashie Niblick

Rounded head and sole with straight back. Slightly gooseneck. A favorite pattern with Scotch professionals.

Retail price, each, \$4.00; with steel shaft, \$6

No. 7-H Mashie Niblick

A beautiful model, designed to provide maximum stop. Wide at toe and narrow at heel, with broad sole.

Retail price, each, \$4.00; with steel shaft, \$6

No. 8-C Niblick

Fairly small head with medium loft and flange sole, which concentrates weight nearer sole and helps dig into sand under ball.

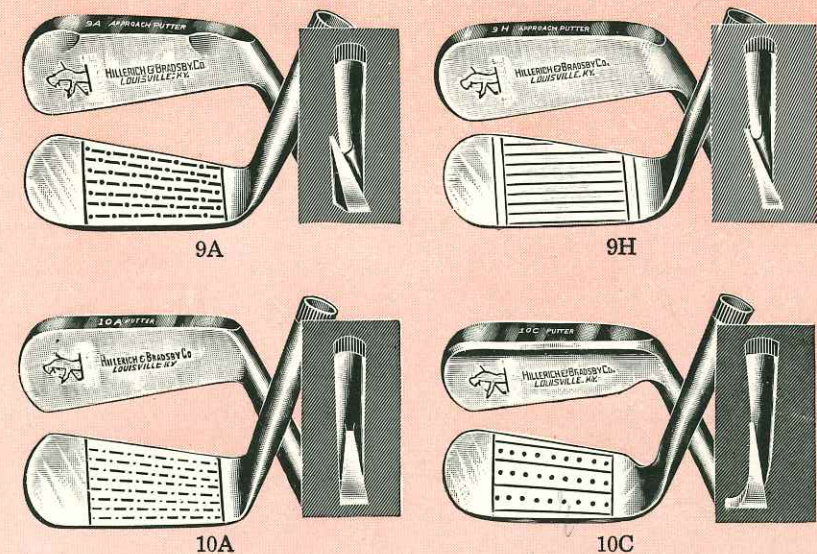
Retail price, each, \$4.00; with steel shaft, \$6

No. 8-H Niblick

Large, heavy and rounded head with rounded sole. Well-laid back. Designed to get ball from severest trouble.

Retail price, each, \$4.00; with steel shaft, \$6

Lo-SKORE Iron Clubs



APPROACH PUTTERS AND PUTTERS

Two putts to a green—36 putts total—is par. Lower your score with Lo-Skore Put-

ters and Approach Putters. Two models of each, both designed for unfailing accuracy.

No. 9-A Approach Putter

Upright lie with slightly more loft than the Putter. Weight concentrated at point of impact. Especially designed for the run-up shot from just off the green.

Retail price, each, \$4.00; with steel shaft, \$6

No. 9-H Approach Putter

Upright lie with straight back. While the Approach Putter is designed for short approaches, it is a valuable club for use in shallow bunkers near the green when the ball lies well and can be taken cleanly.

Retail price, each, \$4.00; with steel shaft, \$6

No. 10-C Putter

Straight back with flange sole and quarter gooseneck. The flange sole is considered an aid in steadying the putt.

Retail price, each, \$4.00; with steel shaft, \$6

No. 10-A Putter

Straight neck and blade, medium lie. Well balanced.

Retail price, each, \$4.00; with steel shaft, \$6

RETURN TO
DESIGN DIV.

Lo-SKORE Putters



10H



10M



10S

SPECIAL PUTTERS

NOTE the system of numbering used for Grand Slam and Lo-Skore Clubs. The irons, numbered from 1 to 10, decrease in power and distance as the number increases. Golfers today are calling their clubs by number instead of the old Scotch names. In the Lo-Skore Irons, letters—A, C, E and H—are added to designate clubs with similar lines. All the clubs carrying "A" as part of their number belong to the same family; likewise those carrying "H." This system of numbering makes the clubs easy to identify and remember.

No. 10-H Putter

Straight back, with slightly rounded sole and upright lie.

Retail price, each, \$4.00; with steel shaft, \$6

No. 10-M Putter

Aluminum model known as the Ray-Mills and a favorite in Great Britain. Groove in top of head helps to line up the club correctly.

Retail price, \$5.50; with steel shaft, \$7.50

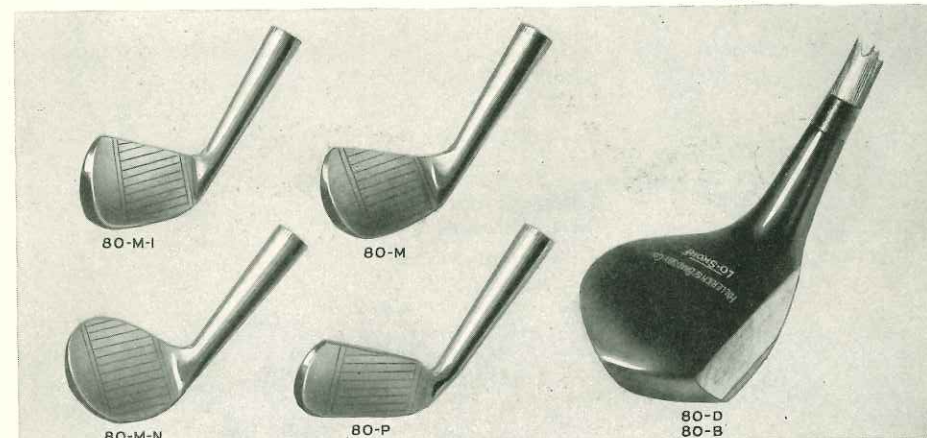
No. 10-S Putter

Made of aluminum in the hammer-headed Schenectady type. Finish is dull black and highly polished nickel.

Retail price, \$5.50; with steel shaft, \$7.50

Lo-Skore Ladies' Clubs

A particular line of clubs especially designed for women players, made of the same materials and by the same experts as Grand Slam and Lo-Skore Clubs for men, the difference being in the weighting and length of the shafts. Use of these clubs will result in a surprising improvement in your play, both in the pleasure you get from it and in your scores. Complete description follows.



No. 80-D Driver

Standard Model in medium size with slightly flat lie and well rounded sole. Similar to No. 11-A in regular men's models. Mahogany finish.

Retail price, \$4.50; with steel shaft, \$6.50

No. 80-B Brassie

Similar to the No. 80-D Driver, matching it in weight, length, lie and finish, but with greater loft.

Retail price, \$4.50; with steel shaft, \$6.50

No. 80-MI Midiron

Standard model with straight back and medium lie.

Retail price, \$4.00; with steel shaft, \$6.00

No. 80-M Mashie

Standard model with straight back and upright lie. Rather wide blade.

Retail price, each, \$4.00; with steel shaft, \$6

No. 80-MN Mashie Niblick

Rounded head and sole. Straight back. Slightly gooseneck hosel.

Retail price, each, \$4.00; with steel shaft, \$6

No. 80-P Putter

Straight back with flange sole and quarter gooseneck hosel. Fairly heavy, giving firmness to the stroke.

Retail price, each, \$4.00; with steel shaft, \$6

RETURN TO

DESIGN DIV.

HILLERICH & BRADSBY CO.'S

Kernel Golf Clubs

Kernel Golf Clubs are manufactured in standard models of good materials and workmanship, with calf leather grips; for golfers who desire serviceable clubs at a moderate price. Kernel Clubs are made in medium weights suitable for both men and women.

No. 21-D Driver
No. 21-B Brassie
No. 21-BS Spoon



Standard model. Well rounded, medium size head and slightly rounded sole. Attractive mahogany finish.

Retail price, each, \$3.50

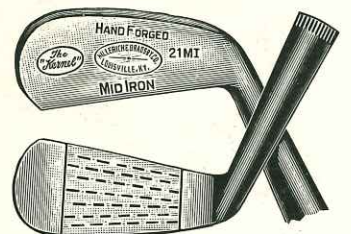
No. 21-DI Driving Iron
For the longest shots played with iron clubs from tee or fairway.

Retail price, each, \$3.00



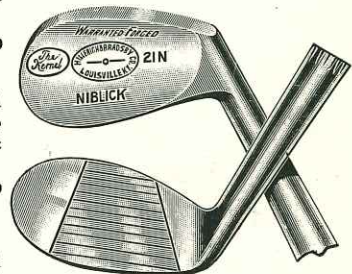
No. 21-MI Midiron
Standard model. Straight back. Medium lie. Medium weight.

Retail price, each, \$3.00



No. 21-M Mashie
Standard model. Well lofted, with fairly deep face that gets hold of the ball well.

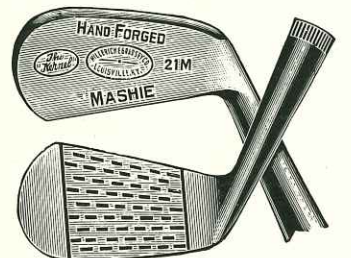
Retail price, each, \$3.00



No. 21-MN Mashie Niblick

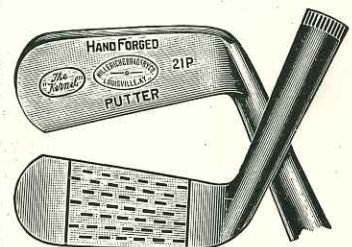
Well rounded sole and head, with plenty of loft that aids in putting stop on ball.

Retail price, each, \$3.00



No. 21-N Niblick
Deep blade, rounded sole, maximum loft. A friend when you find your ball in trouble.

Retail price, each, \$3.00



No. 21-P Putter
Straight back and blade. Medium lie and weight.

Retail price, each, \$3.00

HILLERICH & BRADSBY CO.'S

Invincible Golf Clubs

No. 51-D—Driver

No. 51-B—Brassie



Well proportioned head. Standard size. Glossy black finish.

Retail price, each, smooth grip, \$2.00
Ooze grip, \$1.85

No. 51-DI
Driving Iron



Retail price, each, smooth grip \$2.00; ooze grip, \$1.85

No. 51-M
Mashie



Retail price, each, smooth grip \$2.00; ooze grip, \$1.85

No. 51-MI
Midiron



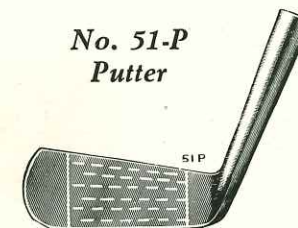
Retail price, each, smooth grip \$2.00; ooze grip, \$1.85

No. 51-N
Niblick



Retail price, each, smooth grip \$2.00; ooze grip, \$1.85

No. 51-P
Putter



Retail price, each, smooth grip \$2.00; ooze grip, \$1.85

Beginners' Clubs

Furnished in Sets, Complete with Bags

These sets are prepared for the convenience and assistance of players just taking up the game, who want (and should have) the necessary number and correct type of clubs, alike in quality and moderate in cost.



Kernel Sets

(Packed in carton with bag ready for shipping)

No. 100—Five-club set, Brassie, Mid-iron, Mashie, Niblick and Putter in three-stay bag.

Retail price, each, \$18.00

No. 200—Four-club set, Brassie, Mid-iron, Mashie and Putter in three-stay bag.

Retail price, each, \$15.00

Invincible Sets

(Packed in carton with bag ready for shipping)

No. 300—Four-club set, Brassie, Mid-iron, Mashie and Putter in two-stay bag.

Retail price, each, \$10.50



Clubs for Master and Little Miss Golfer



The liking of children for golf is encouraged by giving them clubs designed especially for their use.

A further practical purpose is served by providing the means for early training. The three sets illustrated are carefully selected and made for serviceable play.

No. 12—17—Driver, Midiron and Putter in plaid bag with leather trimmings; for lads and lassies 12 to 17 years old.

Retail price, each, \$8.75

No. 6—11—Same as No. 12—17; except in size to fit boys and girls 6 to 11 years old.

Retail price, each, \$6.50

No. 3—6—Same as No. 12—17; except in size to fit kiddies 3 to 6 years old.

Retail price, each, \$4.50



3-6

6-11

12-17

HILLERICH & BRADSBY CO.'S

Golf Balls

Distance ~

Direction ~

Durability ~

Grand Slam

It Takes Every Trick

The latest development in golf ball manufacture. Unusually responsive. It leaves the club with a sweet, musical click and travels with unwavering flight. It pulls up quickly on short approaches and holds the line on the green. Distance, direction, durability are its three qualities. Mesh marking.

Retail price, each, 85c; dozen, \$10.00

Bing-Go

Built With Go In It

Scientifically constructed of the highest quality Para rubber to give both distance and durability. Covered and painted to stand hard knocks. Conforms to standard in weight and size. Dimple marking.

Retail price, each, 85c; dozen, \$10.00

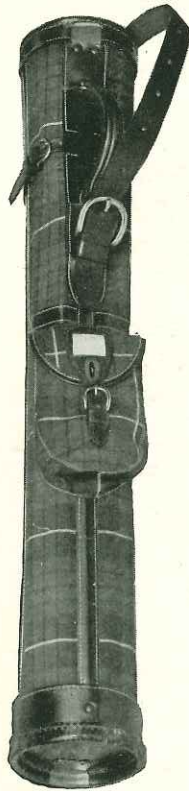
Zing

Popular price ball in large size floater, mesh marking; and in standard size, sinker, dimple marking.

Retail price, each, 60c; dozen, \$7.00



Caddy Bags



L-245



15



45



76

No. L-245—Ladies' plaid bag, trimmed in leather. Molded leather bottom. No hood. Three stays.

4½-inch size, each, \$7.50

No. 45—Canvas, trimmed with leather and white thong lacing. Molded leather bottom. No hood. Four steel stays. White, black trim; white, tan trim; brown, tan trim.

5-inch size, each, \$6.50

6-inch size, each, \$7.00

No. 15—White canvas with black leather top. Molded leather bottom. Three steel stays covered with imitation leather. No hood.

5-inch size, each, \$3.75

No. 76—Heavy canvas, trimmed with full grain cowhide; rawhide bottom. Solid telescope hood with lock. White, tan trim; white, black trim; brown, tan trim.

6-inch size, each, \$9.00

Free—For You and Your Friends

An Aid to Happier Golf

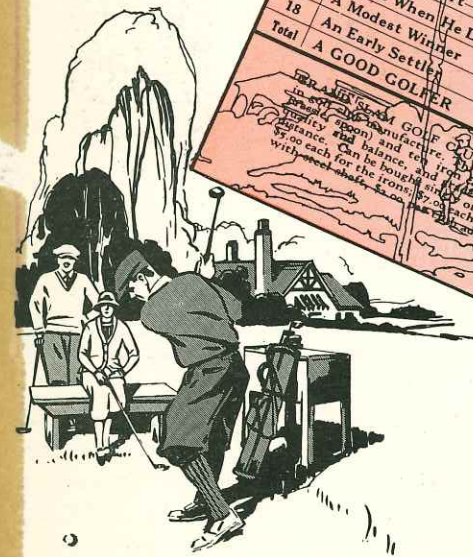
Happier Golf comes with better scores and added friendships. Here's a little friend-making score card which offers some valuable suggestions and makes for Happier Golf. One side has a list of the requirements that go to make a "par" player and partner. It's like looking into a mirror to read and measure yourself by them. On the reverse side have been gathered some of the most important rules particularly designed for the player who takes part in club competitions such as "sweepstakes," "kicker's handicaps," "class tournaments," etc.

GRAND SLAM
Companionability
Score Card

Mr. _____
Date _____

QUALITY		PAR	SCORE
1	Is a Liberal Matchmaker	4	
2	Keeps Distance or Loses Position	4	
3	Always Plays in Turn	4	
4	Remembers How to Add	5	
5	Holes Out All Putts	3	
6	Doesn't Throw Clubs	5	
7	Helps Hunt Lost Balls	4	
8	Good Listener, Small Talker	5	
9	Replaces All Practice Shots	3	
10	Doesn't Bowl Out Caddy	5	
11	Doesn't "Advise or Instruct"	4	
12	Eschews Post-Mortems and Alibis	5	
13	Plays For Sport—Not For Cash	4	
14	Smiles When He Loses	3	
15	A Modest Winner	5	
16	An Early Settler	4	
17	A GOOD GOLFER	5	
18	Total		

For a Little Story on Happier Golf, its origin, its purpose, and its value, send this card to the Hillerich & Bradsby Co., Louisville, Ky., and you will receive a copy of the book "Happier Golf" free of charge. The book is a little book of 100 pages, and is a most valuable aid to the golfer. It contains a list of the requirements that go to make a "par" player and partner. It's like looking into a mirror to read and measure yourself by them. On the reverse side have been gathered some of the most important rules particularly designed for the player who takes part in club competitions such as "sweepstakes," "kicker's handicaps," "class tournaments," etc.



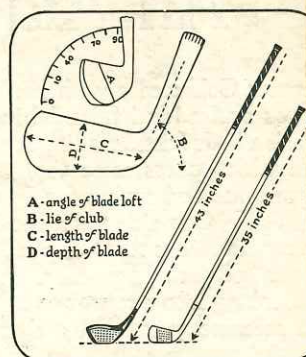
These cards have won instant popularity wherever they have been seen. They are printed by the Hillerich & Bradsby Company for free distribution. One or more copies will be sent free on request to the Company's offices in Louisville, Ky.



How to Measure Golf Clubs

Golf clubs are usually described mechanically in terms of weight, length, loft and lie. To obtain the length of a club, measure from the extreme end of the shaft to the heel, as shown in the diagram. To measure the width of the blade, measure across at its widest horizontal diameter. See (C) in the diagram. To measure the depth of the blade, measure across its vertical diameter at the exact center. See (D) above.

Lie and loft are expressed in degrees. The lie of a club is the inclination of the shaft from the perpendicular when it is soled properly. See (B) in diagram. The loft of the blade is the inclination of the face of the club from the perpendicular. See (A) in diagram.



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INSTRUCTIONS FOR ORDERING

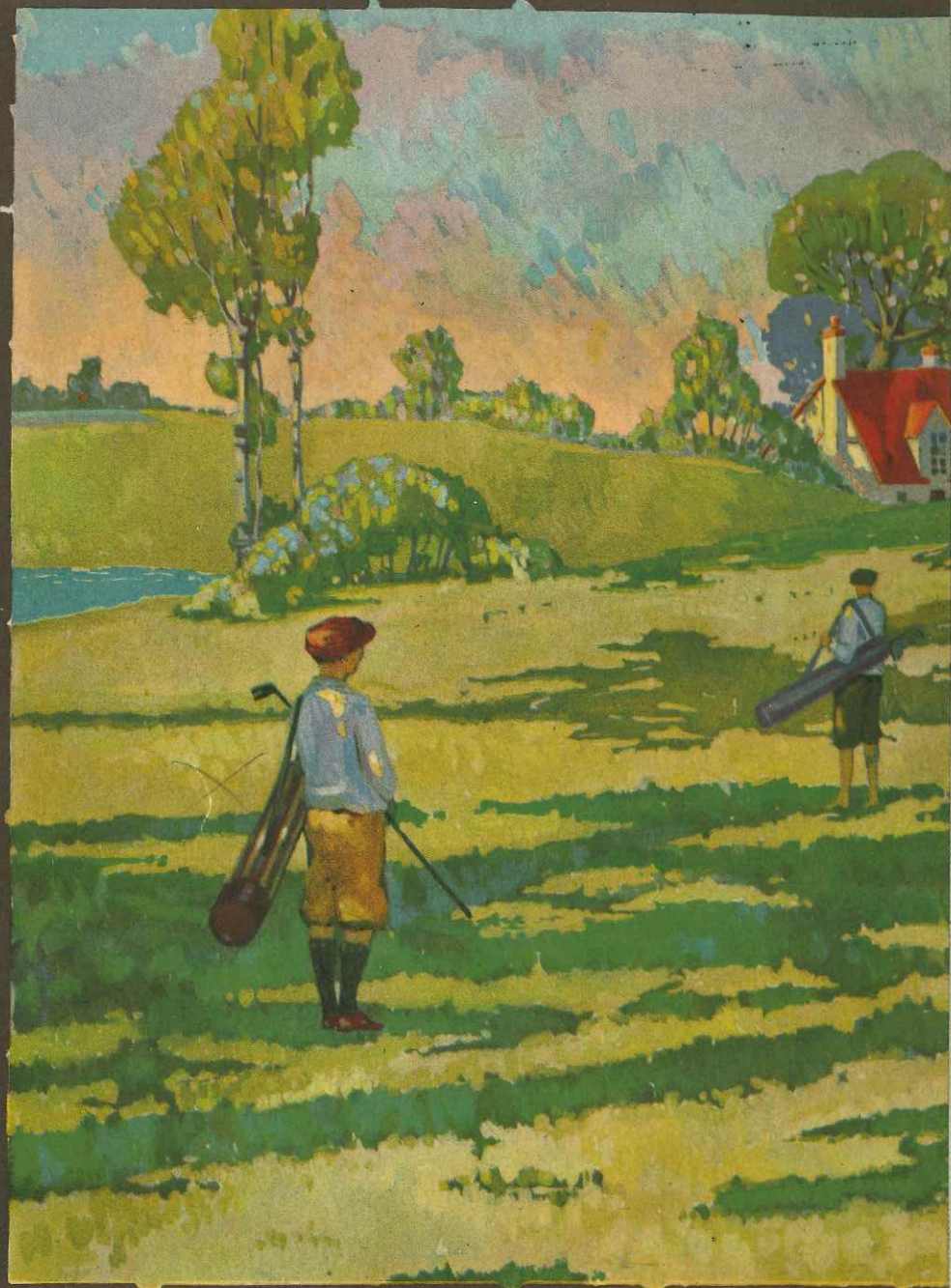
Details should be as complete as possible, i. e., give correct number and name of club, length of club, type of grip whether right-hand or left-hand clubs and whether men's or women's clubs are wanted, and how shipment is to be made, whether by mail, express or freight.

Steel Shafts not supplied on Kernel and Invincible Clubs. Men's clubs always sent unless otherwise specified. Right-hand clubs always sent unless otherwise specified.

We exercise constant and careful inspection to see that only the best material and workmanship enter into the manufacture of our clubs, but cannot guarantee any clubs against breaking under accident or misuse and make replacement without charge only when examination shows defective material or workmanship.

HILLERICH & BRADSBY COMPANY, Incorporated, LOUISVILLE, KENTUCKY.

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